

# Visual Postmortem of a Lake After the Tourists Depart

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2 pm**

**Centre for Culture, Media and Governance  
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As a researcher and as a photographer, Sreedeep engages with various aspects of contemporary material, visual and virtual cultures. Integrating visual approaches to academic analysis, his work broadly explores the following themes - Spacial Transformations in Urban Spaces; Semiological Dimensions of Consumer Culture; Auto Voyeuristic Tendencies, Hyper-Visibilities and New Ways of Seeing; Planned-Obsolescence and Industrial Ruination; Body, Image and its Representations; Philosophy and History of the Photographic Medium. He completed his doctoral studies in Sociology from Jawaharlal Nehru University in 2012. He is currently a Fellow with Shiv Nadar University and is working on his book-project titled 'Images of Who We Are and Who We Want To Be' with Oxford University Press. His academic and visual works have been published widely in reputed journals, magazines and dailies.

The lecture explores multiple aspects of image-space relationship in the wake of the tourism-boom in Ladakh. It analyses the predominant role of the visual discourse in branding the consumable idea of a 'desirable destination' while making a case for image-space congruence that makes photographic practices central to tourist imagination through 'collective-gazing'.

It also addresses the consumerist trajectory/tragedy of Ladakh in the post-liberalized period as a much-aspired destination of adventure and exotica, and how such a process is visually negotiated through imageries, which govern the imagination of the space at large. It focuses on the evolution of Ladakh as a hyper tourist destination in the last two decades and argues how this is a consequence of circulation of a certain kind of visual currency facilitated by the ease of digital visual consumption.

The final section of the lecture highlights some of the disastrous ecological consequences due to this sudden tourist upsurge and the visual disharmony it causes. Through a visual exploration of material remains after the end of the tourist season, it documents the images of the reckless consumerist obsession of packaged-tourism.

